

ORDER



KSDK

Orders
Order / Rev: 715839
Alt Order #:
Product Desc: 10/8-11/6
Estimate: 52547
Flight Dates: 10/08/12 - 11/06/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Ruth Burke & Associates
Buying Contact:
Billing Contact:
 4050 Pennsylvania Avenue
 Kansas City, MO 64111

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: MONTEE, S / D / LIEUTENANT GOVERNOR
Demographic: A25-54
Product Codes: PL-State/Local Misc
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	49	\$61,350.00	\$52,147.50
10/29/12	11/06/12	23	\$35,925.00	\$30,536.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$61,350.00	\$52,147.50	0.00
November 2012	23	\$35,925.00	\$30,536.25	0.00
Totals	72	\$97,275.00	\$82,683.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/08/12	10/12/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	3	\$675.00	P-2	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MTWTF--	3		\$675.00	0.00							
2	KSDK	10/08/12	10/12/12	M-F 6-7A 6-7a	CM	6-7A	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	11111--	5		\$750.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		M-F 6-7A		6-7A	MTWThF----	:30		(\$750.00)		0.00	NM		
See MG 2.6 [Per Management]															
6	KSDK	10/09/12-10/12/12		M-F 6-7A		6-7A	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 2.1 10/08 [n/a]															
3	KSDK	10/15/12	11/06/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	3	\$825.00	P-2	0.00	NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	3		\$825.00	0.00							
Week:		10/22/12	10/28/12	MTWTF--	3		\$825.00	0.00							
Week:		10/29/12	11/04/12	MTWTF--	3		\$825.00	0.00							
Week:		11/05/12	11/11/12	M-----	1		\$825.00	0.00							
4	KSDK	10/15/12	11/06/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	14	\$12,600.00

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 Flight Dates: 10/08/12 - 11/06/12

Advertiser: MONTEE,S / D / LIEUTENANT GOVERNOR
 Product Desc: 10/8-11/6
 Estimate: 52547

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSDK	10/15/12	11/06/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	14	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$900.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$900.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		4				\$900.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$900.00		0.00			
5	KSDK	10/08/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$1,000.00		0.00			
6	KSDK	10/08/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		3				\$1,100.00		0.00			
N 7	KSDK	10/15/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$1,250.00	P-3	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$1,250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	M-F 5P News See MG 7.3 [Did not air due to Severe Weather cut in]		5-530P	MTWThF----	:30		(\$1,250.00)		0.00	NM		
	3	KSDK	10/19/12-10/19/12	M-F 5P News Ⓜ MG for 7.1 10/17 [n/a]		5-530P	-----F----	:30		\$1,250.00		0.00	NM		
8	KSDK	10/15/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$1,350.00	P-3	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$1,350.00		0.00			
9	KSDK	10/22/12	11/06/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$1,875.00	P-2	0.00	NM	5	\$9,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$1,875.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		2				\$1,875.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$1,875.00		0.00			
10	KSDK	10/22/12	11/06/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$2,025.00	P-2	0.00	NM	7	\$14,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$2,025.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		3				\$2,025.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,025.00		0.00			
11	KSDK	10/13/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,200.00		0.00			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,200.00		0.00			
12	KSDK	10/08/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		3				\$1,200.00		0.00			
13	KSDK	10/15/12	11/06/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$2,250.00	P-2	0.00	NM	13	\$29,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$2,250.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		4				\$2,250.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$2,250.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$2,250.00		0.00			
Totals													72	\$97,275.00	